

CITY OF
BEVERLY HILLS
INDUSTRIAL AREA PLAN

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INTRODUCTION

This document has been prepared to describe the highlights of Ordinance No. 94-0-2193 which establishes a plan, through development standards and design guidelines, for the area bounded by Civic Center Drive, Beverly Boulevard, Maple Drive, and the alley north of Burton Way (referred to as the "Industrial Area"). The information presented in this document does not supersede the Municipal Code and is not intended to prescribe the complete zoning requirements for the area. The description of the Plan components in this document is designed to assist the reader in understanding the requirements of the ordinance.

The Plan was prepared as a collaborative effort of the City of Beverly Hills and Envicom Corporation, planning and urban design consultants. During the formulation of the Plan extensive workshops, meetings and hearings were conducted with the general public, residents abutting the planning area, property owners and tenants, interest groups and various City commissions.

A separate document, the Beverly Hills Industrial Area Plan Environmental Impact Report (EIR), was prepared by a consultant team, including Envicom Corporation and Austin-Foust Associates (transportation section), in accordance with the requirements of the California Environmental Quality Act (CEQA). A draft of this document was circulated to obtain public and agency comments for a 45 day review period (State Clearinghouse Number 89020103) and responses were prepared and incorporated in the Final EIR. The Final EIR was certified by the City Council on January 18, 1994 and the Industrial Area Plan was approved by the City Council on February 1, 1994.

HISTORY OF THE INDUSTRIAL AREA

CITY OF

BEVERLY HILLS

INDUSTRIAL AREA PLAN

1907
OF THE
INDUSTRIAL
AREA

UNIVERSITY OF MICHIGAN

HISTORY OF THE INDUSTRIAL AREA

Wilbur C. Cook, the creator of the original master plan for the City of Beverly Hills, designated a small amount of land in the City to be developed for industrial purposes, located so that its uses would not interfere with those of neighboring residential uses. Early on, a portion of the Industrial Area was donated as expansion space for the growing Civic Center. Eventually, Civic Center Drive replaced Canon Drive as the western boundary of the Industrial Area. Incentives for light industrial development in the area were provided with the construction of an electric substation for the then thriving street railway.

Soon after the substation opened, several other industries located within what became known as the industrial "triangle". E.L. Payne Furnace and Supply moved to the area and put up a large building (currently owned by the City) in 1925 which they gave a Streamline Moderne facade to in 1936. The structure was carefully designed to make it aesthetically appealing, in recognition of its proximity to nearby residential properties. Other companies that located within the Industrial Area were Litton Industries, Ocean Foods Corporation, Oro Grande Lime and Stone Company, Standard Oil, Criterion Machine Works, Southern California Gas Company, Woods-Beekman/Sun Lumber Company, and the Holsum Bakery. Though most of these companies have relocated, the informal campus of brick and stucco buildings built to house these uses remains, to a large extent, contributing to the character of the area. The area is also distinguished as one of the only non-residential districts in the City developed with extensive landscaped front setbacks.

A gradual change of use has occurred in the Industrial Area, reflective of the natural forces of the market and the value of land in this part of Beverly Hills. Buildings such as the Hilton Headquarters, Mercedes-Benz/Playboy and Maple Plaza are indicative of the "new wave" of development occurring. New proposals have recently surfaced for additional commercial office uses, particularly corporate headquarters buildings and entertainment industry uses. This redevelopment would probably occur without any city intervention, but the city has taken advantage of a unique opportunity to put together a comprehensive plan for the development of the area in order to ensure a compatibility of use, design and scale within the area as well as to the adjacent neighborhoods and Civic Center.

The location of the Industrial Area is delineated in Figures 1, 2, and 3.

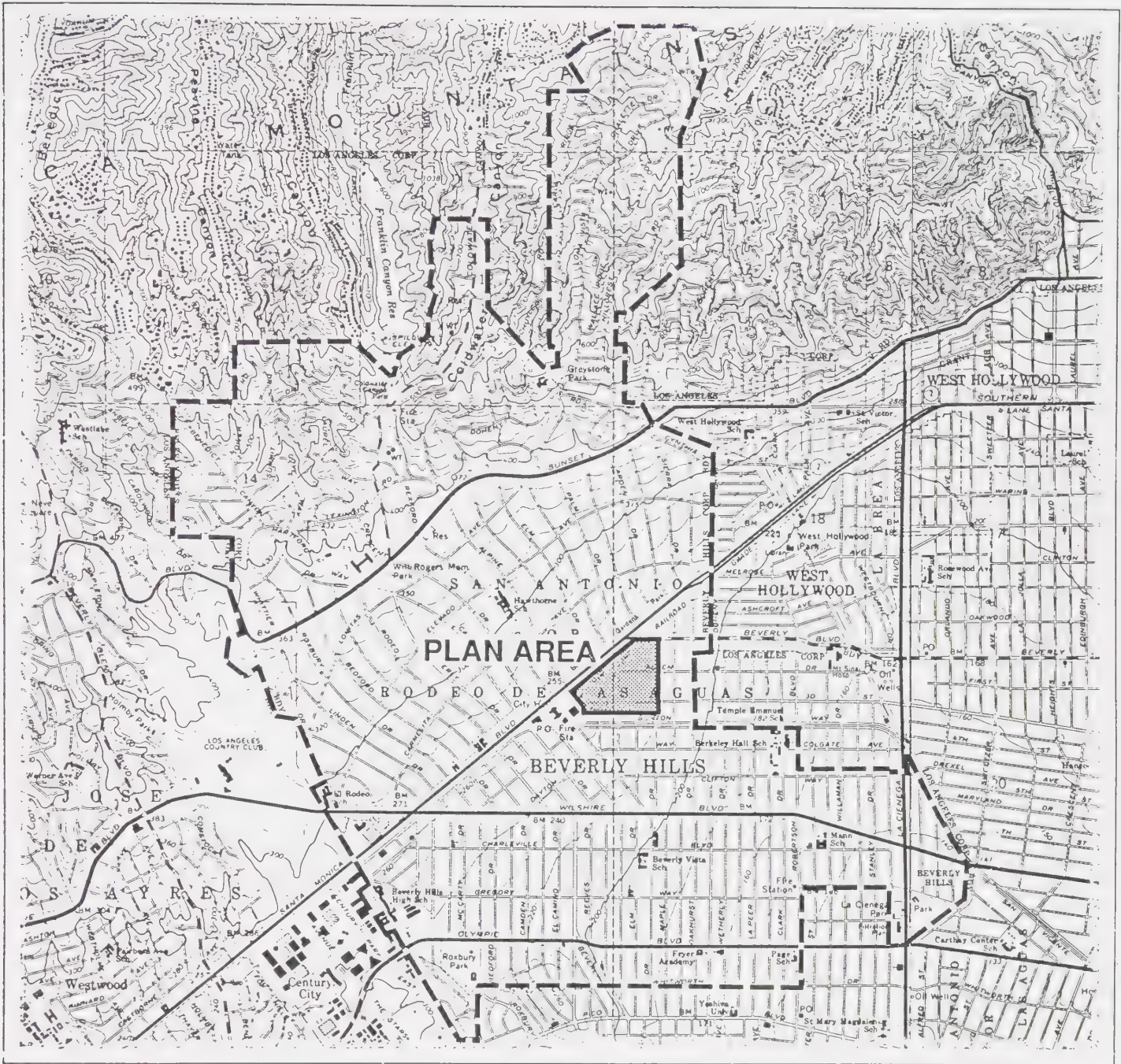
Figure 1



REGIONAL LOCATION

NOT TO SCALE

Figure 2



LOCAL SETTING

LEGEND

--- BEVERLY HILLS CORPORATE BOUNDARY

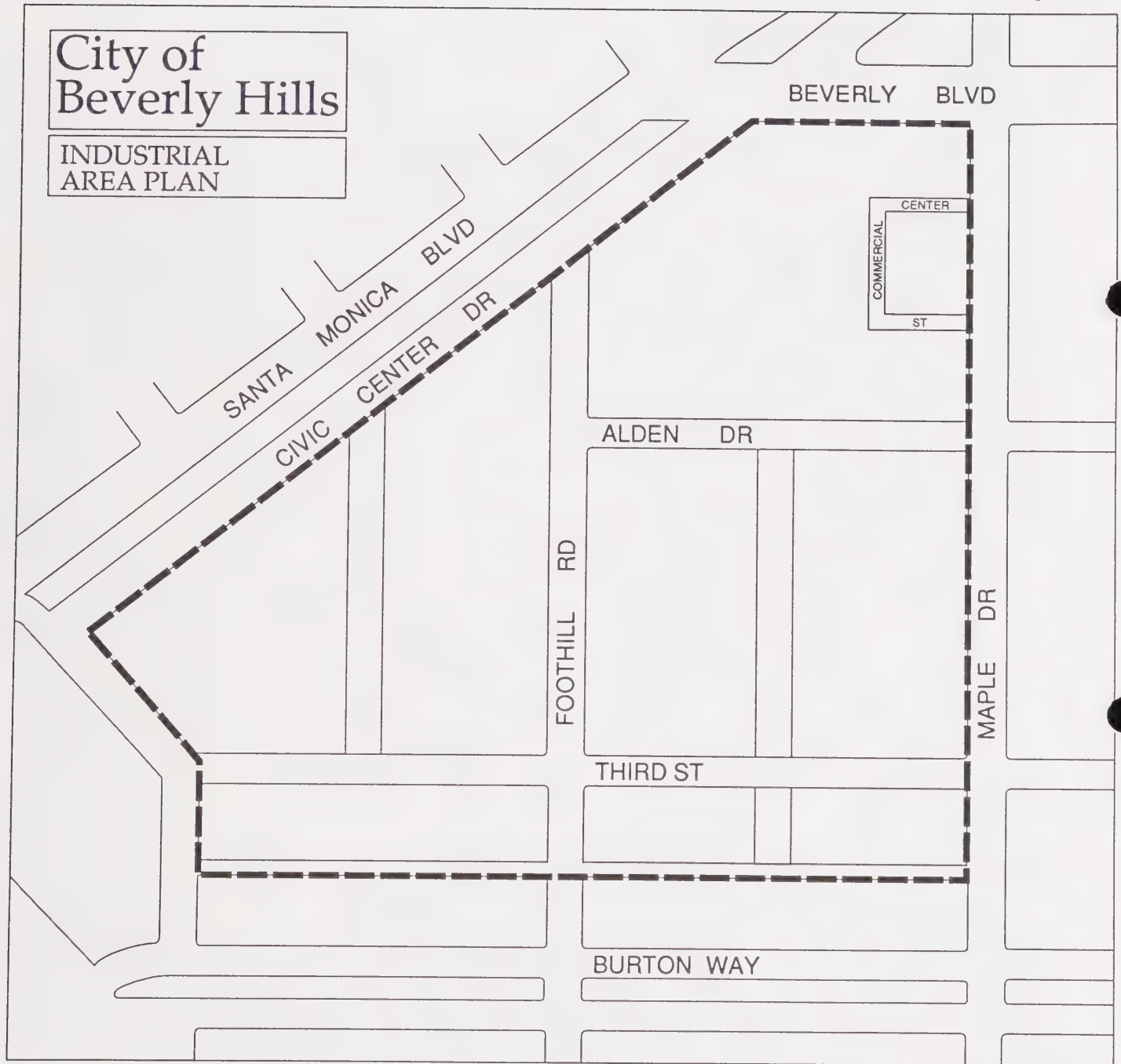


0

2000

4000ft

Figure 3



PLAN AREA

LEGEND

--- INDUSTRIAL AREA BOUNDARY



0

290

580ft

THE PLAN

CITY OF

BEVERLY HILLS

INDUSTRIAL AREA PLAN

A. INTENT OF THE PLAN: GOALS AND OBJECTIVES

This Plan is intended to provide a comprehensive strategy for the unified development of the area historically known as the "Industrial Area". It defines the fundamental policies, standards, and requirements for land use development, urban design and public open space improvements, and transportation improvements. Fundamental to the Plan are the following goal and objectives:

Goal:

Establish the Industrial Area as a functionally and physically distinct district in the City of Beverly Hills which incorporates a diversity of public and private uses, emphasizing those which support the community, are linked and compatible with adjacent uses, and are housed in buildings that achieve a high level of architectural and urban design quality.

Objectives:

1. Allow for the development of community-oriented service and cultural facilities.
2. Provide for the continued development of corporate and professional offices.
3. Provide for the development of community-serving and office-supporting retail commercial and restaurant uses within office development.
4. Ensure that the development of all parcels in the Industrial Area for public and private uses are integrated by the siting, physical form, scale, massing, and architectural character of structures, inclusion of common public open spaces and pedestrian areas, and incorporation of public amenities.
5. Provide for the development of consistent and well-designed public signage, street furniture, pedestrian-oriented lighting, and landscaping.
6. Establish a pedestrian linkage between the Civic Center and the Industrial Area.
7. Ensure the compatibility of the Industrial Area with adjacent residential areas by limitations on the type of use, heights of buildings, architectural design, use of landscape, and locations of access.
8. Ensure that new development emphasizes a "village-like" quality by the siting, scale, and architectural design of buildings.
9. Provide for the expansion of the City's economic base.

B. LAND USE PLAN AND DEVELOPMENT STANDARDS

As stated by the goals and objectives, the Plan proposes the establishment of land use designations to provide a framework for the orderly development of the area which maintains compatibility with surrounding uses and promotes a high level of pedestrian activity.

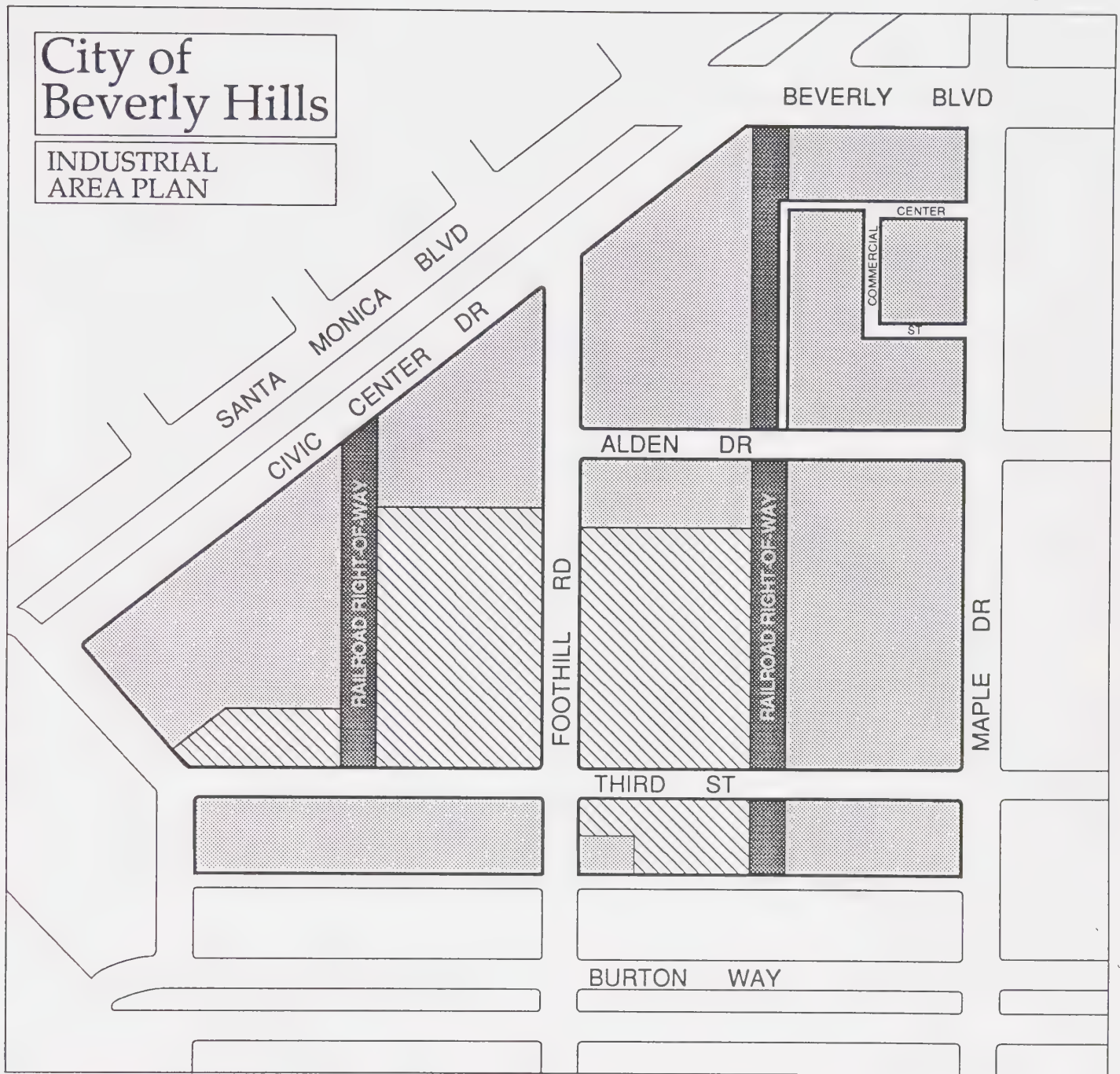
1. Land Use Designations

Land use designations are generally consistent throughout the area, providing for the development of commercial office space within a zone designated C-5 and municipal services facilities in a zone designated P-S (see **Figure 4**). Small retail and restaurant uses are allowed and encouraged within the commercial uses. Along Maple Drive, retail and restaurant uses are prohibited. **Figure 5** depicts the Land Use Plan.

The following describes the land use designations throughout the area.

- a. In the frontage along Civic Center Drive, parallel to Santa Monica Boulevard, maintenance of the pedestrian oriented scale of the buildings existing on January 1, 1994 is encouraged by allowing pedestrian oriented retail and restaurant uses to continue to be established in these buildings. If new development is proposed, retail/restaurant uses would be required to be ancillary to and within commercial office uses.
- b. Except where designated below, the balance of the area may be developed with commercial office with ancillary retail.
- c. Properties in the P-S zone may be developed for municipal facilities, community athletic and human service facilities, public auditoriums, parklands and related public uses.
- d. Former railroad rights-of-way east and west of Foothill Road remain in the previously existing transportation zone designation at this time.
- e. Retail/restaurant uses are not allowed for the first 100 feet of depth from the property line along Maple Drive.

Figure 4



ZONING DESIGNATIONS

LEGEND

C-5

P-S

T

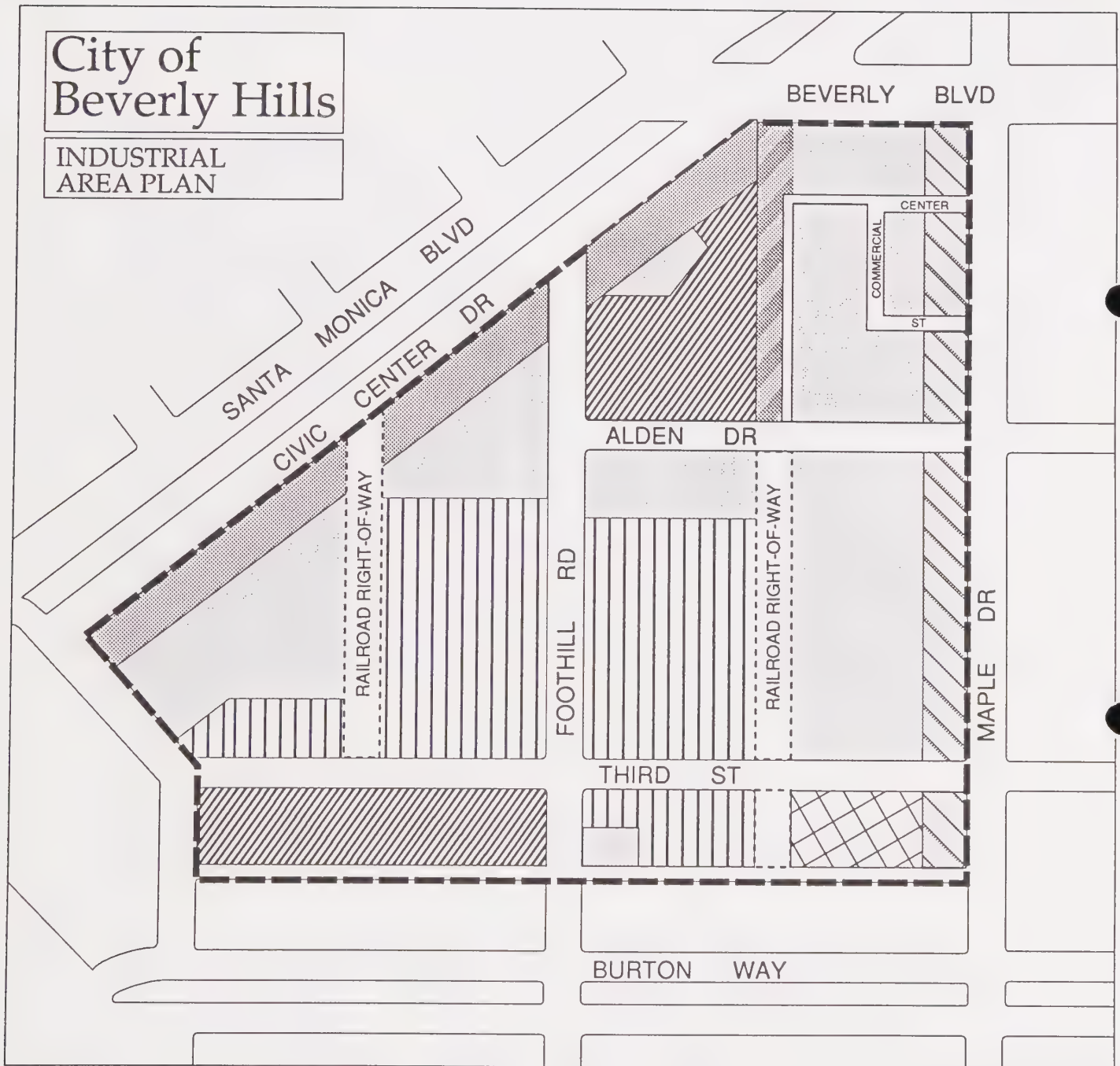


0

290

580ft

Figure 5



LAND USE PLAN

LEGEND

INDUSTRIAL AREA BOUNDARY

COMMERCIAL

NO RETAIL ALLOWED FOR FIRST 100 FEET OF DEPTH ON MAPLE DRIVE

USED CAR SALES (UNDER CUP)

MUNICIPAL, HUMAN RESOURCES, PARK, AND RELATED PUBLIC USES

GOVERNMENT (POST OFFICE)

RETAIL - IN EXISTING BUILDINGS OR OFFICE (IN NEW DEVELOPMENT)

UTILITY

TRANSPORTION



0

290

580ft

2. Development Standards

a. Permitted Uses

The following uses are allowed within the C-5 zone of the Plan area.

- (1) Commercial-Office
- (2) Commercial-Retail/Service/Restaurant (only on Civic Center Drive in buildings existing on January 1, 1994, or in a building used primarily for commercial office use).

Retail/Service/Restaurant uses shall include the following and similar uses:

- Book/stationery store
- Clothes cleaning agency
- Confectionery store
- Office convenience store
- Pharmacy
- Notions shop
- Florist or gift shop
- Photography shop
- Restaurant or cafe
- Shoe repair store
- Tailor
- Interior Design studio
- Newsstand
- Arts/crafts store

No more than 700 square feet and no additional height may be added to buildings on Civic Center Drive if the primary use is retail/service/restaurant.

- (3) Public and private utility offices, service yard, electrical receiving or transforming station.

The following uses are permitted in the P-S zone of the Plan area.

- Municipal facilities
- Community athletic facilities
- Human resources center
- Public auditorium
- Park

b. Uses Permitted in the C-5 zone with a Conditional Use Permit

- Theater/auditorium with a capacity of not more than 450 persons
- Museum
- Religious institution
- Gymnasium
- Veterinary hospital or vehicle sales use in existence on September 1, 1991

- Nightclub
- Public/private grade school

c. Prohibited Uses

- Medical Offices
- Department Stores
- Movie theaters
- Manufacturing uses
- Game Arcades
- Veterinary Hospitals
- Vehicle sales, service, or fuel stations
- Residential
- Drive-in, drive-up, drive-through uses
- Mini Shopping Centers
- Warehouse or storage uses (except as appurtenant to a permitted use)
- All uses prohibited in the C-3 zone

d. Prohibited within 100 feet of Maple Drive

- Bank, Thrift, and Savings and Loan uses
- Retail/Service/Restaurant uses, except dining facilities within permitted commercial uses for building tenants and guests

e. Building Heights

The following height limits shall be established:

- (1) A 45 foot maximum height limit is permitted in the Plan Area, as defined in Code Section 10-3.135, except on Maple Drive.
- (2) On Maple Drive, a 45 foot maximum height is permitted, as defined in Code Section 10-3.2006(b).

f. Open Space and Amenity

- (1) An area equivalent to five percent of the square footage of the building as calculated for FAR is required as public open space for all property within the Industrial Area. This area is to be computed as additional to the required setbacks for each street frontage, except parcels with frontages along the north side of Third Street where a ten foot dedication has been required.
- (2) Open space shall be located adjacent to pedestrian areas and street intersections, so as to serve the greatest benefit to the district.
- (3) All open space adjacent to street and pedestrian areas shall be designed to be accessible to the public for their use during a reasonable portion of the day.

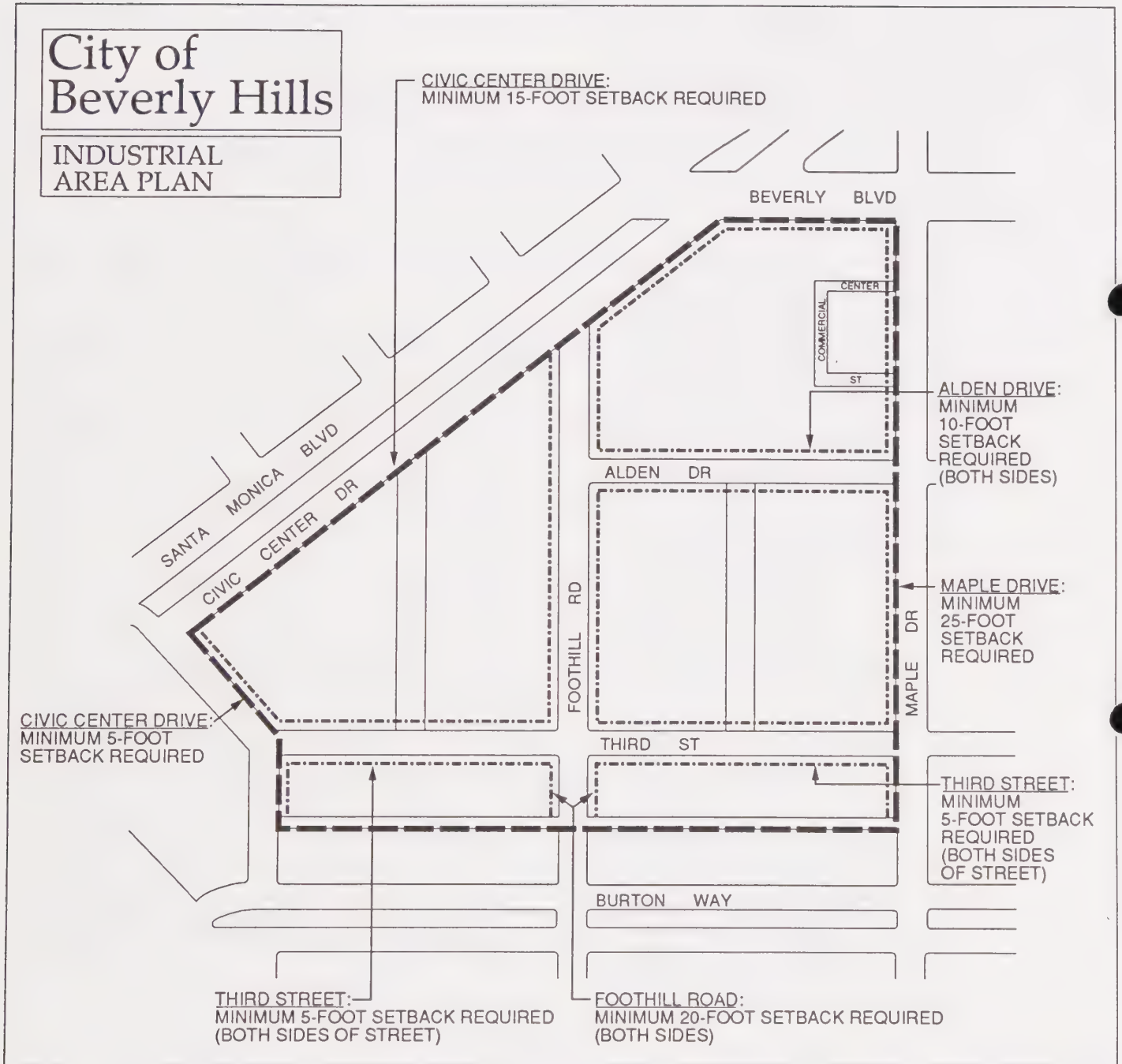
- (4) The siting of pedestrian entrances shall be prioritized so that the main building entrance fronts onto adjoining streets. Secondary entrances, including those from parking structures or lots, shall face onto publicly visible and accessible open spaces, where practical.

g. Setbacks/Siting

The following setbacks shall be established for front yards within the Industrial Area (see **Figure 6**):

- (1) Civic Center Drive (portion parallel to Santa Monica Boulevard): 15-foot minimum setback.
- (2) Civic Center Drive (portion parallel to Foothill Road): 5-foot minimum setback.
- (3) Alden Drive: 10-foot minimum setback.
- (4) Foothill Road: 20-foot minimum setback.
- (5) Third Street: 5-foot minimum setback
- (6) Maple Drive: 25-foot minimum setback.
- (7) In order to create additional open space in the Industrial Area in locations that will be most usable to district workers, residents and visitors, specific open space areas have been prescribed through additional, mandatory setback requirements; the portion of these open spaces which exceed the street setback requirement shall be computed as part of the base 5% open space requirement (see Section B.2.f., Open Space and Amenity), and shall be sited as indicated below (at locations referenced by Figure 7). The standards that follow are intended to provide the physical description of the open space setbacks; slight variations to the strict interpretation of the above standards are permitted, but the intent of the corner setbacks to physically frame the intersection must be met.

Figure 6



BUILDING SETBACKS

LEGEND

- — — — — INDUSTRIAL AREA BOUNDARY
- SETBACK LINE

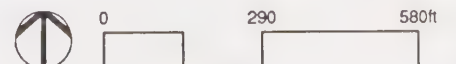
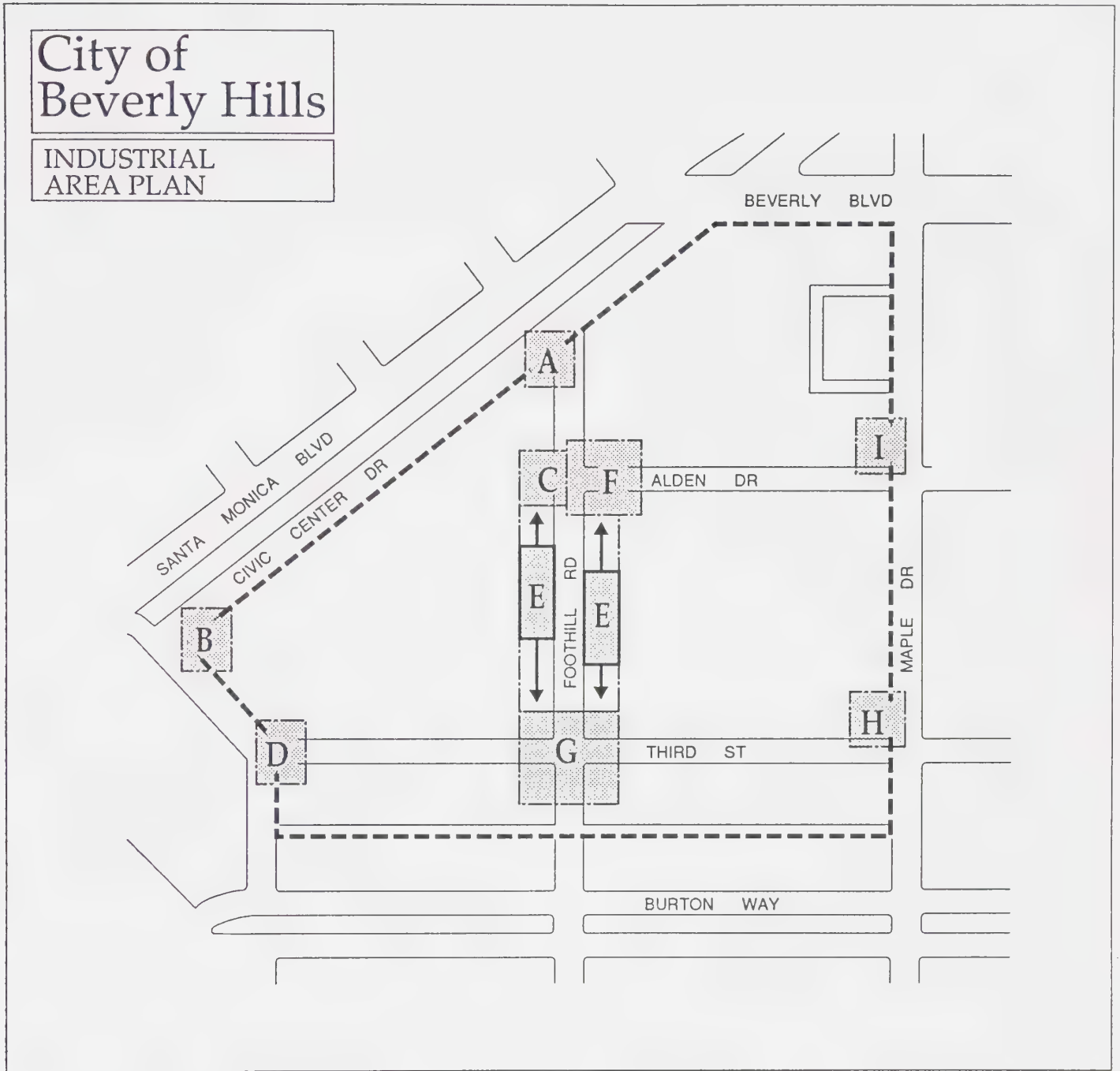


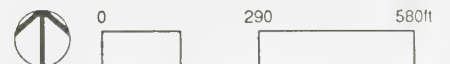
Figure 7

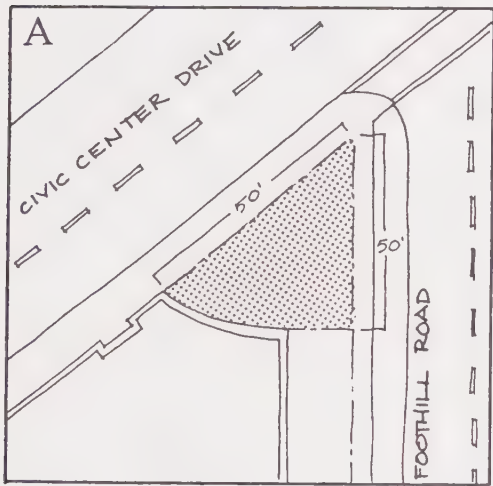


ADDITIONAL BUILDING SETBACKS

LEGEND

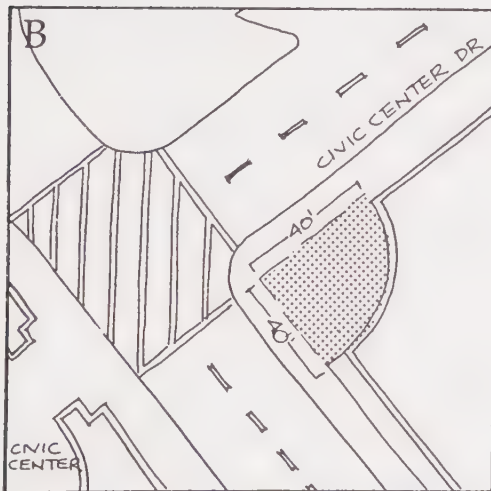
--- INDUSTRIAL AREA BOUNDARY





- (a) 50-foot radius setback from corner point of lot line at western corner of Civic Center and Foothill Road.

Diagram A: Civic Center Drive
at Foothill Road



- (b) 40-foot radius setback from corner point of lot at the southeast corner of the southwest turn of Civic Center Drive, near the gateway to the Civic Center.

Diagram B: Civic Center Drive
at its southwest turn (across
from Civic Center)

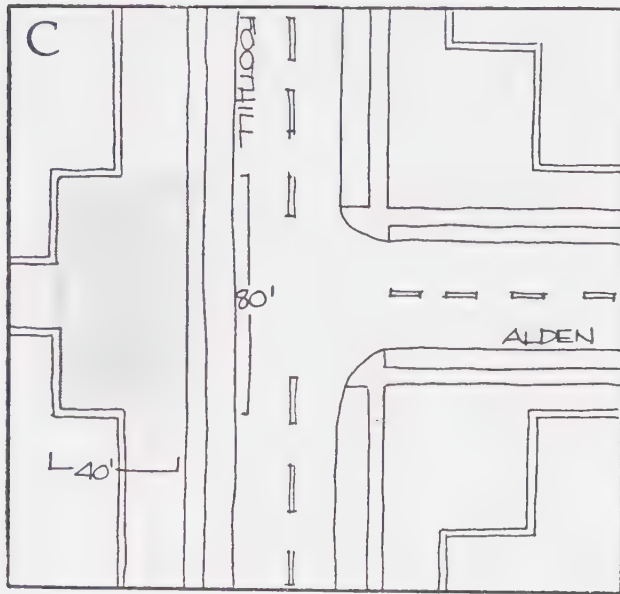


Diagram C: Foothill Road
across from Alden Drive

- (c) The west side of Foothill Road at a point directly opposite from Alden Drive, extending 40 feet north and south of the midline of Alden Drive, for a depth of 40 feet form the property line (see Diagram C).

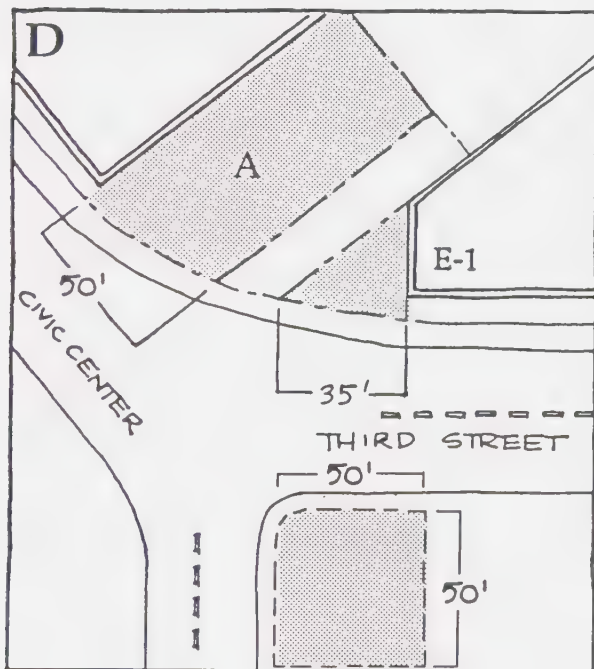


Diagram D: Civic Center
Drive at Third Street

- (d) In order to create open space at the intersection of Civic Center Drive and Third Street, three setback areas shall be established. On the refuse transfer site (Parcel E1) at Civic Center Drive (western portion at Third Street, north side of street), a setback of thirty-five (35) feet east of the southwest corner of the property shall be established. On parcel A, a setback of fifty (50) feet from the eastern property boundary shall be established. On the southeast corner of Third Street and Civic Center Drive, a setback of fifty (50) feet extending from each street fronting property line. (see Diagram D).

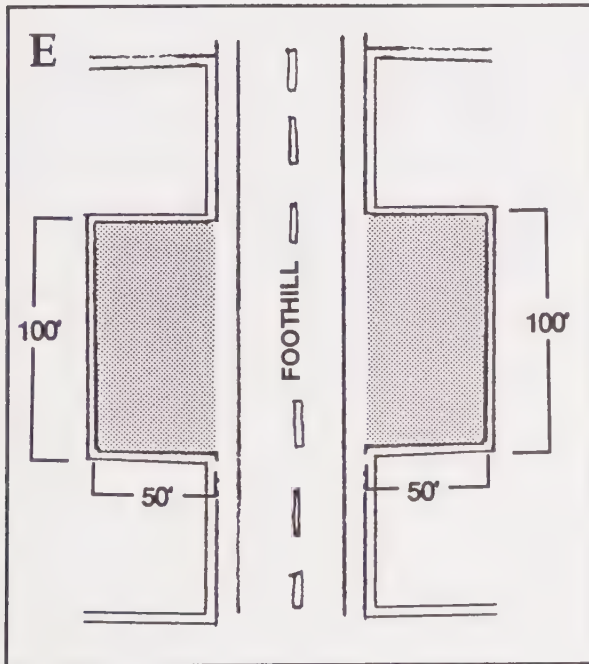
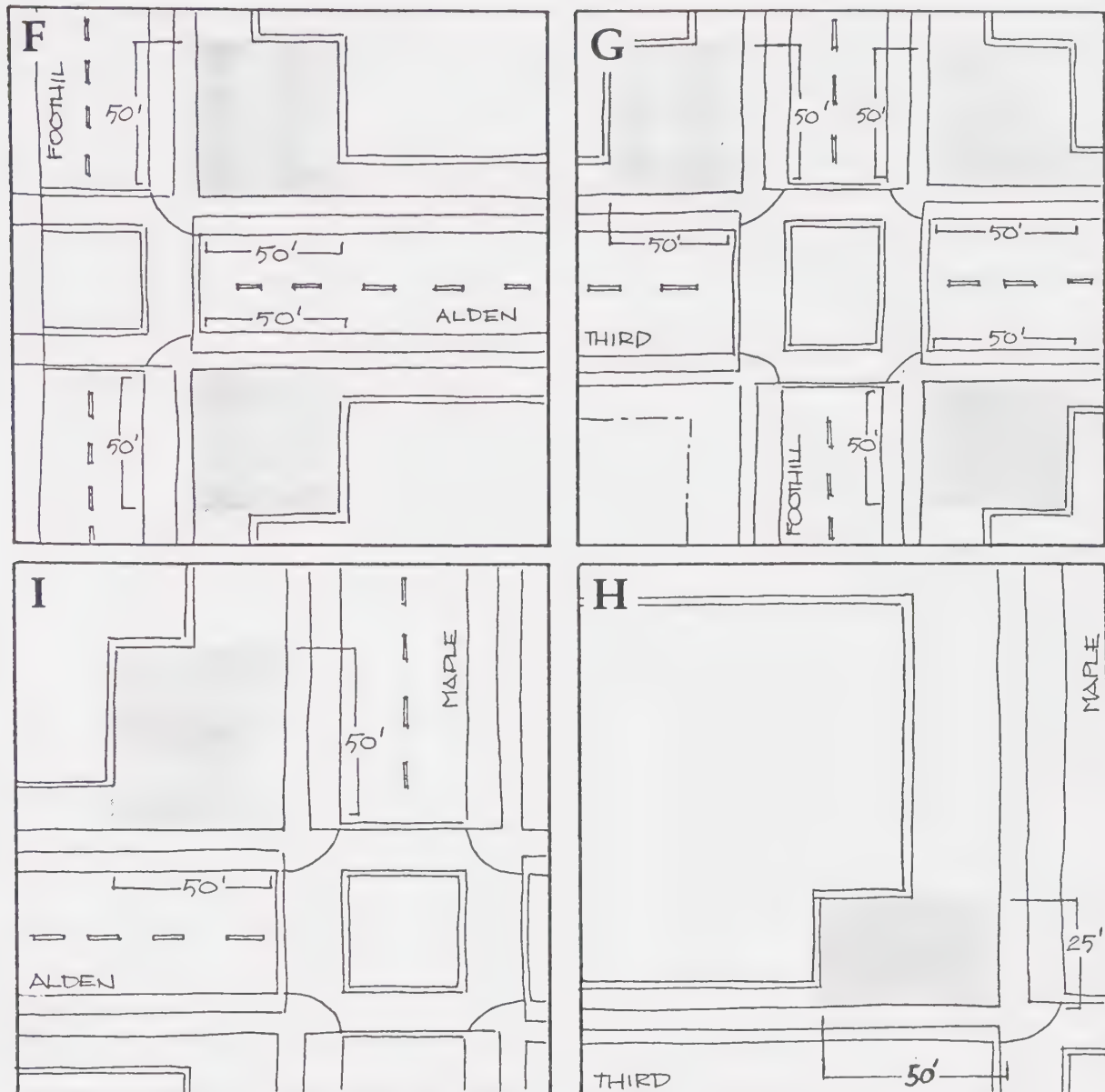


Diagram E: Foothill Road from Alden Drive to Third Street

- (e) Along the frontage of City-owned property on the east and west side of Foothill Road from Alden Drive to Third Street, two landscaped setbacks of 50 feet in depth (from lot line) and 100 feet in length (parallel to Foothill Road) are recommended. The setbacks should be located adjacent to prominent entries to any proposed development (see Diagram E).

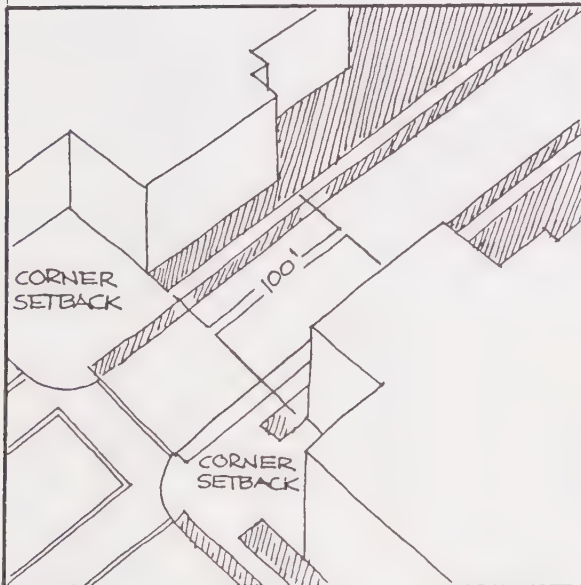
- (f) A 50-foot setback from the property line on both streets at the northeast and southeast corners of Foothill and Alden (Diagram F)
- (g) A 50-foot setback from the property line on both streets at the northwest, northeast and southeast corners of Foothill and Third (Diagram G)
- (h) An open space setback shall occur at the northwest corner of Third Street and Maple Drive; a setback of 25 feet, for a length of 25 feet, from the intersection of the street setback lines on Maple Drive and Third Street, is recommended (see Diagram H).
- (i) A 50-foot setback from the property line on both streets at the northwest corner of Alden and Maple (Diagram I)



Description of diagrams (clockwise from upper left): F. Northeast and southeast corners Alden and Foothill; G. Intersection of Foothill and Third; G. Northwest corner Third and Maple; I. Northwest corner Alden and Maple.

- (8) As stated above, specific locations for additional building setbacks have been identified that are intended to maximize the opportunity for usable open space within the Industrial Area. The location of the additional setbacks are at street intersections and at the entrances to the district, where pedestrian movements will be greatest. Equally important, the setbacks have been configured so as to create urban spaces that will enclose and define the open space and provide a focus to the activity that is anticipated to occur in the areas.

- (a) For corner lots where a location has been identified for a corner or radius setback, the structure shall be built up to the required corner setback line.



- (b) In order to further define the required corner setbacks and to maintain a defined and consistent street wall, buildings that are required to contain corner setbacks, shall, in addition to the required building line in the corner setback, be built to the required minimum front yard setback line for a distance of 100 feet from where the required corner setback meets the required front yard setback line.

h. Fine Art Requirements

Pursuant to Section 3-1.802 of the Code, an approved fine art installation valued at one percent or more of the construction cost of the building must be provided at an exterior, public location, payment into a fine art fund for the area may be made in lieu of an installation.

i. Setback Design

No more than fifty percent of the street setback shall be paved surfaces. This shall include plazas, driveways, walkways and other paved landscape elements. One exception is Civic Center Drive, parallel to Santa Monica Boulevard, where the entire setback area may be paved if retail/restaurant uses are adjacent.

j. Driveways

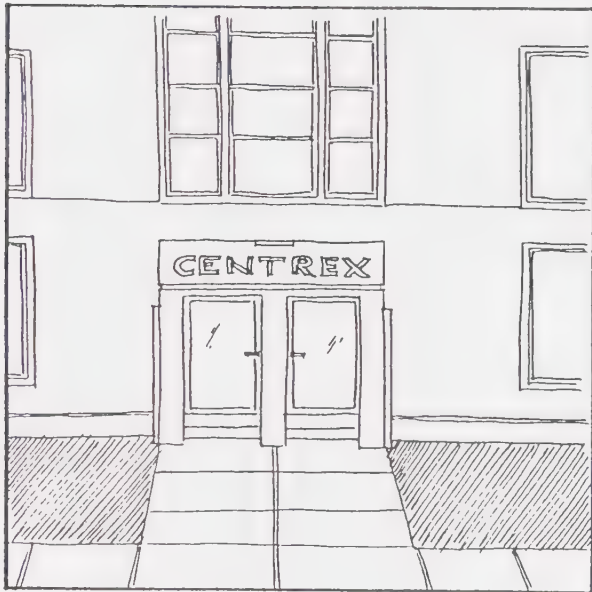
- (1) No more than one driveway per street frontage of a maximum width of 28 feet, for vehicle access, delivery, and/or parking shall be permitted.
- (2) Driveways shall be prohibited along the street frontage of Civic Center Drive, from the southwest-tending turn of Civic Center Drive to Foothill Road.

k. Landscape and Site Design.

- (1) All landscape shall be adequately irrigated and maintained.
- (2) Walls, planters or other elements shall not block pedestrian access from a pedestrian plaza or walkway to the adjacent sidewalk.
- (3) Entry walkways and plazas shall be located within two feet of grade of the adjacent sidewalk or pedestrian area, unless infeasible due to site conditions.

l. Signage

- (1) All signage shall comply with the provisions of the Beverly Hills Municipal Code, Title 10, Planning and Zoning, Chapter 4, Zoning: Signs, except as outlined herein:



- (2) Signage shall be designed to be visually subordinate to the building it is located on, compatible with its architectural design, and integrated with the building's structure and facade elements.
- (3) A wall sign may not be placed more than twenty-five feet above the finished grade and be a maximum of fifty square feet.
- (4) A building identification sign shall be limited to one (1) square foot for each linear foot of building fronting on a public street. Business identification signs shall be limited to one (1) square foot for each linear foot of street frontage of leasable space on a public street.
- (5) An additional building identification sign not exceeding five square feet shall be permitted adjacent to other building entries provided no more than one such sign is installed for each fifty feet of building frontage, not including the fifty square feet counted for the primary building identification sign located on the building face.
- (6) The use of pole signs is prohibited.

- (7) For business identification signs for retail uses, (where permitted), projecting (blade) signs are allowed and encouraged; the signs must be placed at least eight feet above sidewalk grade and project no more than thirty inches from the wall to which they are attached, nor have a vertical dimension exceeding three feet. These signs may not be internally illuminated, neon excepted, and may not exceed a depth of six inches.
- (8) No free-standing (monument) signs greater than five feet in height shall be constructed, placed or created.
- (9) Monument signs are permitted only on lots with a frontage on a public street greater than 250 linear feet.



- (10) Monument signs shall be constructed of a material compatible with the principal; material found on the building it will serve. Lettering shall be either carved into the sign wall or attached as individual letters. Lighting shall be external to the sign or be incorporated into the back side of the individual letters to form a "light halo" effect on each individual letter.

C. DENSITY AND PLANNING COMMISSION REVIEW OF PROJECTS

Pursuant to Section 10-3.2574 (b) of the Code, development projects in the C-5 Zone of more than 40,000 square feet or with a floor area ratio (FAR) of more than 1.5 require Planning Commission review as part of the Development Plan Review procedure. In addition to the Development Plan Review findings, the Planning Commission will consider the following factors as part of the Commission's determination regarding whether a proposed development plan will promote harmonious development of the Industrial Area and whether the proposed development should be permitted to exceed an FAR of 1.5. The proposed project may not exceed an FAR of 2.0. The Commission may base its determination on one or more of the following factors:

1. Traffic Generation and Circulation.

The Planning Commission may consider whether the development plan incorporates features and uses which would generate less traffic than a comparable general office use and would adequately mitigate traffic impacts attributable to that portion of the floor area in excess of a floor area ratio of 1.5.

2. Beneficial Primary Uses.

The Planning Commission may consider whether the primary uses proposed in the development plan will generate less traffic than general office uses or enhance the pedestrian oriented character of the area.

3. Beneficial Auxiliary Uses.

The Planning Commission may consider whether the auxiliary uses proposed in the development plan include on-site facilities which reduce traffic generation such as a gymnasium, lunchroom, or daycare center or contain other uses beneficial to the City such as parking for adjacent existing residential uses.

4. Community Amenities.

The Planning Commission may consider whether the development plan includes off-site amenities such as day care or parking, or includes a contribution to City park acquisition plans or other community amenities.

5. Enhancement of Public Open Space.

The Planning Commission may consider whether the proposed development plan will enhance public open space.

6. Participation in Area-Wide Streetscape Improvements.

The Planning Commission may consider whether the development plan includes participation in area-wide streetscape improvements such as sidewalk widening on Civic Center Drive or street tree replacement in the area.

7. Change of Use.

The Planning Commission may consider whether the use proposed in the development plan is likely to be maintained.

8. Scale and Massing.

The Planning Commission may consider the beneficial aspects of siting of structures, massing, scale, and use of open space.

D. TRAFFIC GENERATION LIMITS

For each development in the C-5 Zone that requires Planning Commission review as part of the Development Plan Review procedure, the Planning Commission is required to condition such development upon compliance with a limit on the number of peak hour trips that may be generated by that development. The trip generation limit set by the Planning Commission cannot exceed the number of trips that would be generated by a 2.0 FAR development with a proportionate square footage of the proposed uses.

The number of trips generated by a proposed use will be estimated based on trip generation estimates for that use contained in the most recent Institute of Traffic Engineers' Trip Generation Manual. If the Institute of Traffic Engineers' Trip Generation Manual does not contain a trip generation estimate for a proposed use, then the applicant for the Development Plan Review approval must provide the Planning Commission with expert evidence from a licensed traffic engineer establishing an estimate of the trip generation for the proposed use, satisfactory to the City Engineer.

The applicant for the Development Plan Review approval will be required to fund the City's program to monitor and enforce compliance with the trip generation limit established.

DESIGN GUIDELINES

CITY OF

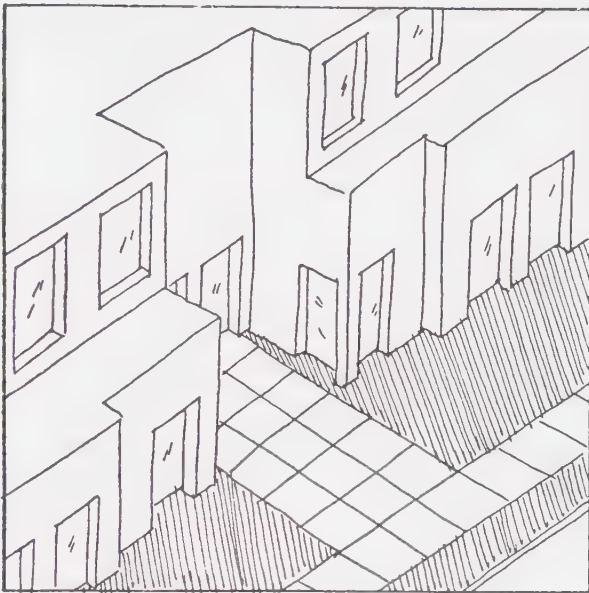
BEVERLY HILLS

INDUSTRIAL AREA PLAN

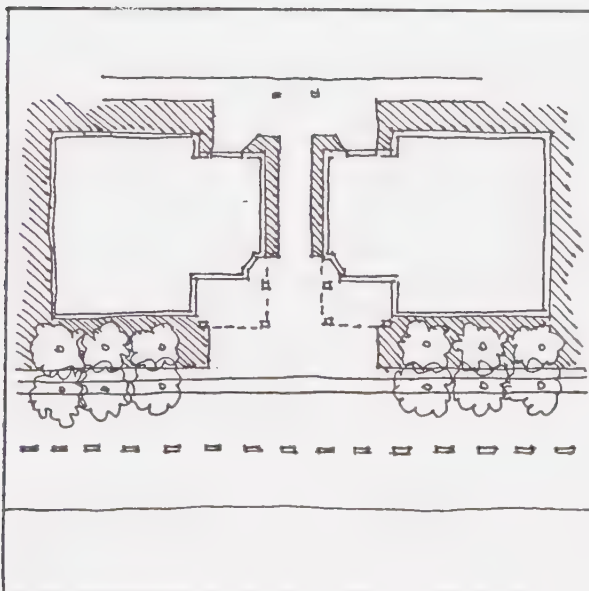
A. ARCHITECTURAL DESIGN GUIDELINES

Architectural design guidelines are intended to ensure a high level of architectural quality and contextual relationships between buildings within the Industrial Area. The guidelines outline a common vocabulary of design elements that, when used, are meant to establish pedestrian amenity and visual enhancement of the streetscape. It is not intended, however, to require a common style or theme. Architectural diversity can still be achieved within the precepts of architectural contextualism.

1. Building Massing

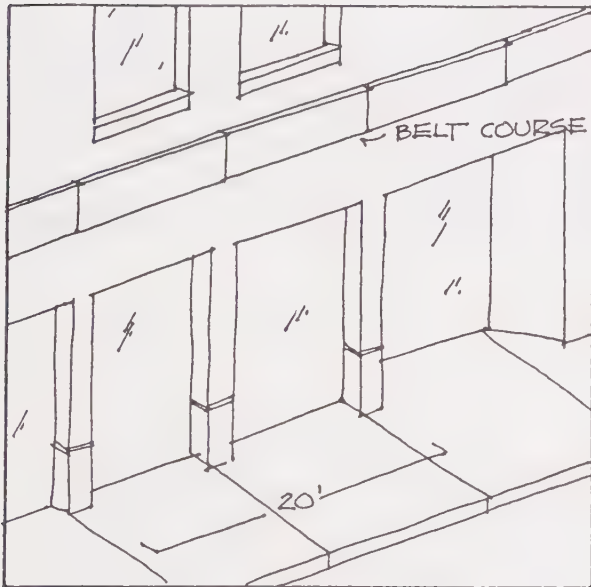


- a. Buildings should be modulated both vertically and horizontally through the use of stepbacks and changes in plane on all elevations where visible from a public or railroad right-of-way; the facade of the building should not be a continuous linear plane.



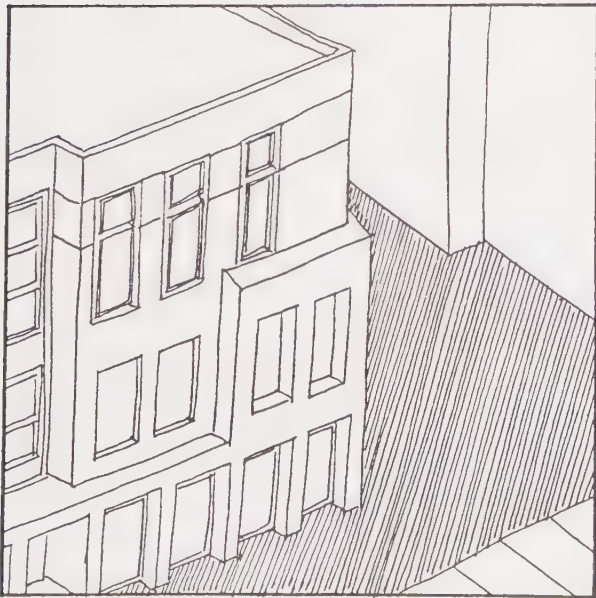
- b. Where more than one (1) lot is being consolidated into a single development, structures should be developed as a "complex" of interrelated building masses, that visually convey the "sense" of a "village" center through such devices as building siting, wall articulation, cornice line, roof configuration, entryways, building materials and detailing.

2. Building Articulation



- a. The building facade should incorporate design features that provide visual interest and a contextual relationship with adjacent and surrounding buildings. The use of arcades on the west and south-facing facades, a belt course above the first building level, the avoidance of blank, undifferentiated walls on the first level or base of the building, variation in building color and/or material, and building cornices are encouraged.

- b. Building facades sited along pedestrian areas and open space areas should be articulated so as to provide a visual interest that complements the pedestrian environment. Such articulation may consist of transparent windows, a patterned or scored building base or equivalent treatments.



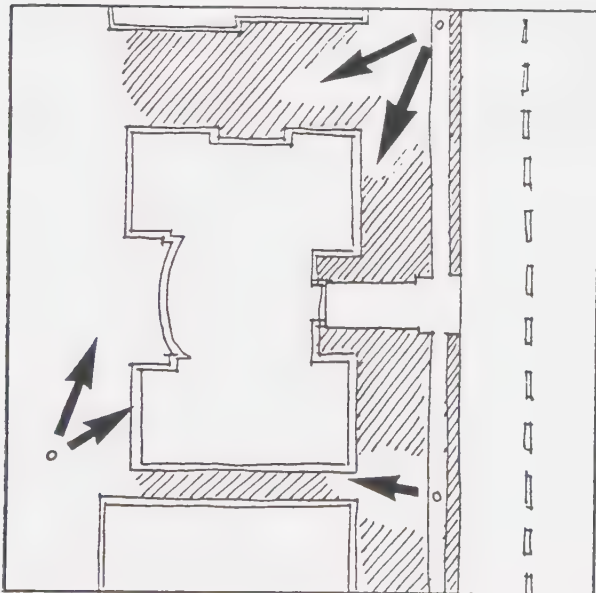
- c. The building wall should be articulated through a pattern of vertical or horizontal breaks that are distributed along the length and height of the building wall. In addition, the design should incorporate other facade articulating elements such as window and entrance canopies, the incorporation of landscaping and other design elements that provide visual character.

3. Building Design

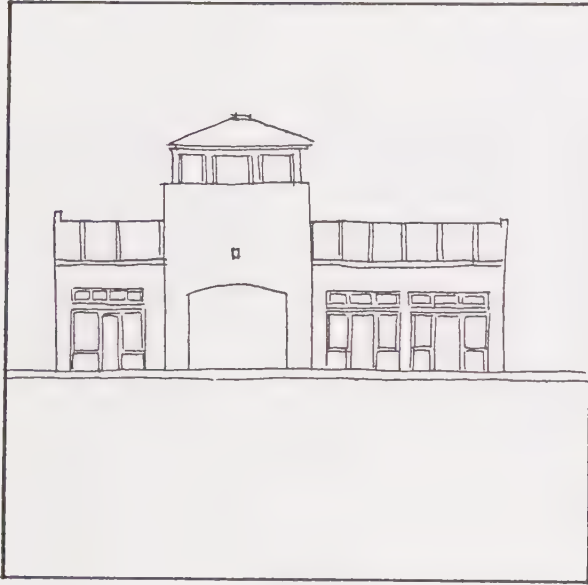


- a. Structures should incorporate recessed windows, avoiding flat "skin" facades wherein windows are flush with the outer wall. Building designs that incorporate the use of alternating patterns of solid (walls), to void (windows) that will produce a "punched" window effect on the facade of the building are encouraged.

- b. The use of reflective glass or reflective metallic facades and other building materials and colors which conflict with the overall context of development in the industrial Area should be avoided.



- c. Buildings should be designed to be attractive from all directions. Where the rear or sides of a building are visible from adjacent streets and alleys or from a nearby residential area, they should receive equal design treatment as the front facade.



- d. Tall, vertical building elements and other architectural projections are encouraged (in conformance with Beverly Hills Municipal Code, Section 10-3.135, regarding height), at the following intersection locations:

- (1) Foothill Road and Civic Center Drive
- (2) Foothill Road and Third Street
- (3) Civic Center Drive and Third Street

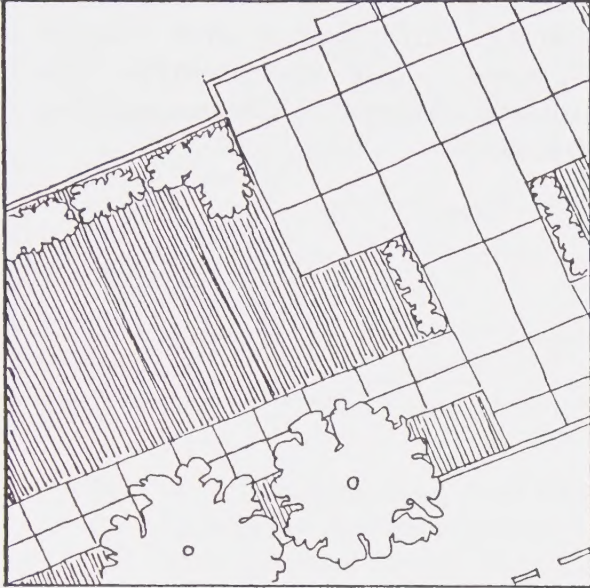
- e. All buildings or structures should be designed so that all ventilation, heating or air conditioning ducts, tubes, equipment, or other related appurtenances have been employed as an integral and tasteful component of the design.
- f. Parking structures or that portion of a building which is used for parking should be designed to substantially screen automobiles contained therein from the public view. The facade of any parking building should be designed so that it is similar in color, material, and architectural detail with the building which it serves for parking.
- g. Parking structures installed with air circulation vents and/or fans should not have such vents and fans adjacent to or facing a residential area to avoid any adverse noise impact.

4. Building Materials and Color

Building materials and color should generally follow the pattern established by existing commercial buildings in the Industrial Area. The predominant materials are masonry (brick and stone), stucco, and tile, or combinations thereof. These building elements should also be compatible with those of adjacent or nearby buildings and of durable materials. Building color should be contextual with the overall palette of adjacent and nearby buildings.

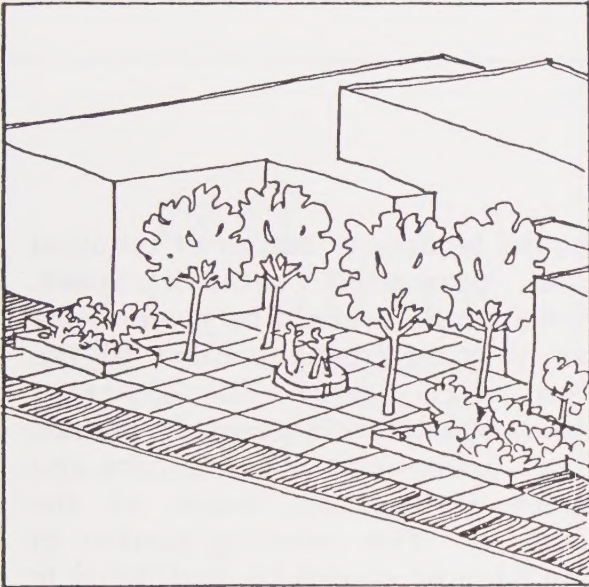
B. LANDSCAPE STANDARDS

1. General Provisions

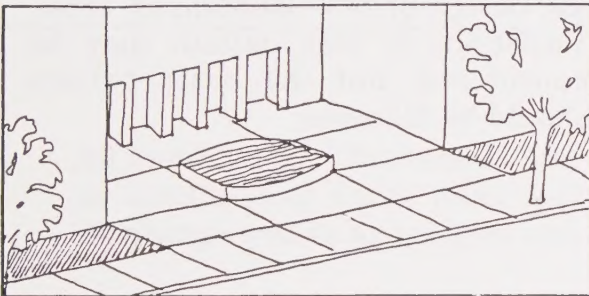


(a) In the landscape design of required and permitted setback areas, consideration should be given to the existing landscape context of the Industrial Area. The generous landscape setbacks generally contain lawn areas, with accent shrubs and trees throughout much of the district. This existing pattern of landscaping should be considered in the design of new landscaped areas. Variations to this pattern may be considered, but the basic pattern should be followed.

- (b) Automotive driveways in the street setback area are discouraged adjacent to or near pedestrian entrances and should also be kept to a minimum width in order to maximize usable open space.
- (c) Seating is encouraged in entry plazas, for the use of building occupants and visitors. Seating should be harmonious in design with other furniture and the building design. The following can be considered as seating:
- benches
 - chairs
 - low walls
 - plinths (building projections that may serve as seating)



- (d) Entry plazas and paved public open spaces should be designed to be visually attractive, utilizing features such as public art, fountains or pools, seating, landscaping and surface materials that complement the building design and the surrounding streetscape.



2. Landscape Design Standards

- (a) The property setback areas exclusive of walkways, driveways and paved plazas should be fully landscaped with a palette of vegetation that should include a combination of lawn, ground cover, trees and shrubs, in context with the existing landscape design of the Industrial Area.
- (b) The setback plantings should complement the building's architectural rhythm and modulation and be situated so as to act as a visual unifier between developments.
- (c) The existing setbacks on the frontage of the Southern California Edison Company substation, along Civic Center Drive, Third Street, and Foothill Road should be fully landscaped, with the first priority being the screening of the substation fence walls and electrical equipment visible above the wall with evergreen trees, ornamental trees, shrubs, and vines. The three visible frontages should be landscaped as a complete unit, contain seating areas and provide for the location of artworks and/or landscape elements such as pools and fountains.



- (d) The setbacks along Civic Center Drive, parallel to Santa Monica Boulevard, should be landscaped in a manner to encourage pedestrian activity if retail/restaurant uses are proposed adjacent to the setback. Planters, window boxes, and hedgers that do not interfere with casual browsing or window-shopping are encouraged.
- (e) It is recommended that improvements be made to the wall on Southern California Edison's property directly adjacent to the sidewalk on the south side of Third Street, from Civic Center Drive to Foothill. A 5-foot setback is prescribed for this location (currently there is no setback). A 5-foot strip extensively landscaped would soften the look of this 8-foot high concrete wall. As an interim measure, the planting of creeping vines and hanging plants on the wall would also serve to improve this wall face.
- (f) Parking structures should include significant plantings of trees, shrubs, flowers, or vines on the roof, facade, or setbacks in order to provide additional screening and exterior landscaping.



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